



E. Bruce McEvoy

As Chief Executive Officer of Seald Sweet Growers, Inc. since 1995, Bruce McEvoy has focused Florida's oldest sales and marketing cooperative on citrus and produce quality, information technology, and global export expansion. In December 1998, he helped to establish Seald Sweet LLC, a joint venture company which enables the corporation to have a more flexible business structure. Mr. McEvoy served as Chairman of the United Fresh Fruit and Vegetable Association and is active in numerous trade associations.

Prior to Seald Sweet, Mr. McEvoy spent six years with the DuPont Company in the Agricultural Products Division developing food businesses based on the company's biotechnological research. Under his direction, Freshworld Farms became the first company to commercialize fruits and vegetables that were modified to improve taste, texture, nutrition, and harvest stability. From 1993 to 1995, he presided over the InterMountain Canola Company, a Dupont agri-biotech venture, and the largest producer of canola oil seeds at that time.

From 1975 to 1984, Mr. McEvoy managed Sunkist (Europe) S.A. as the Executive Vice President of the European subsidiary and as Managing Director of the Products Group, responsible for all trading and licensing operations, as well as the industry's government affairs. In 1984, he became the Marketing and Senior Sales Director of Sunkist's specialty and commodity citrus products. Mr. McEvoy also served in the Foreign Agricultural Service with assignments in Bangkok, Brussels, and London where he introduced the concept of the Agricultural Trade Office and received the Secretary of Agriculture's Superior Service Award.

Bruce McEvoy was born in Brooklyn, New York. He graduated from John Carroll University in Cleveland, Ohio, and from American University in Washington, D.C. with an M.B.A degree. At Stanford University in Palo Alto, California, he completed the Executive Program and later studied at the State Department Language School in Washington, D.C., and the Institute Francais in Nice, France. He resides with his wife, Ann, in Vero Beach, Florida and they have two sons, Bruce Jr. and Randolph.